

FOR IMMEDIATE RELEASE

August 29, 2011

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GLENDALE RECEIVES FOUR ARIZONA FESTIVAL INDUSTRY AWARDS

GLENDALE, Ariz. – Glendale’s Office of Special Events received four Arizona Talent in Event Concepts (AzTEC) awards at the group’s annual conference.

AzTEC recognizes the best in local recreation and event professionals and organizations throughout the state. Glendale won a gold award for the Best Informational Poster for the Glendale Jazz & Blues Festival. Glendale won silver awards for the following: Best Festival Program for The Glendale Chocolate Affaire; Best Event Photograph for the Glendale Summer Band Concert Series; and Best TV Ad Spot for the Glendale Jazz & Blues Festival.

Glendale Mayor Elaine Scruggs accepted an award for the city’s continued dedication to its festivals, and recognizing the value events bring to a community.

“We are thrilled with the recognition our signature festivals have received,” said Executive Director of Communications Julie Frisoni. “Almost 400,000 people attend our festivals annually and research conducted by the Glendale Convention and Visitors Bureau has shown that more than half of our festival attendees come from outside of our city and these events positively impact the local economy by generating additional spending on retail, food, hotels, entertainment and more.”

Glendale adds this designation to a list of accolades the city’s festivals and events have garnered over the last several years. The Glendale Chocolate Affaire has won numerous awards, including being named one of the top 100 events in North America by the *Washington Post*, the *Seattle Times* and the American Bus Association. The event also was bestowed with the 2003 Governor’s Tourism Award for the Best Special Event in Arizona and the Best Fair/Festival by the Arizona Chapter of the International Special Events Society. In addition, Glendale Glitters was named *azcentral.com*’s Critics’ Pick for Best Festival in 2008.

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Office of Special Events Awards

Add 1.1.1

Glendale's festivals and events draw more than 400,000 visitors annually to its historic downtown. For more information on Glendale's award-winning festivals including an upcoming calendar, visit www.glendaleaz.com/events. A link to the winning Jazz & Blues Festival ad is at <http://youtu.be/QpeYahIPjAU>.

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